

## SPECS

Size: 4.25" x 5.5" vertical

Cover stock: 8 pnts. (laminated); Text stock: 80 lbs.

Color: 4-color throughout, 1 photo per page

Film: 1 color separation per page (approximately 34 minimum size)

Bindery: Saddle stitched, trimmed to size

Artwork: CRA on disk + trannies

Shipping: Pack in cartons on pallets, plastic wrapped and shipped to New York

### Additional requirements:

- Research, visit, write copy for each establishment (approximately 100) and the 10 cities featured in the guide
- Photograph two establishments and/or city landmarks per city (10 cities)
- Edit, proof, design, layout

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